

Paolo Micciché

## PROPOSAL OF MANAGEMENT FOR TEATRO REGIO TORINO FOUNDATION

**abstract - complete proposal on [www.operaetlabora.it](http://www.operaetlabora.it)**

new technologies, "theater not only in the theater", young people and new audiences, ancient crafts

My candidacy represents the will to overcome a way of management still nowadays based mainly on public money's flow; a system I know well having collaborated with Renzo Giacchieri as General Manager of Arena of Verona and San Carlo Naples. However, public funding cannot get below a certain threshold if not integrated otherwise, which explains the failure of many of the current managements.

The system must be rethought: optimize theatrical costs, using new technologies for performing arts and start also new forms of Public entrepreneurship.

The parameters one can modulate in Opera are mainly: production costs along as sponsorships and tickets' entries, the latter result of the quality of the shows but also improved by the capacity of the venues as well as the marketing campaign and, of course, activating territorial synergies with Cultural Tourism. Who can understand, better than a director, set designer but also theatrical organizer how to intervene on these items, considering fixed costs of the Theater not reducible.

To this base I add my experience in the private sector, both as an artist and as director of Operational Management (*Operama*) and Production (*Festival of Benevento*).

In more than 35 years of activity I have been able to experience the different production systems and a great variety of places of representation: Public Theaters with permanent workers (Europe), Private Companies of public interest with variable workers (United States); Private companies that use institutional Theatres (Korea), Private companies with private interest (*Operama*) in alternative spaces such as indoor and outdoor stadiums and other types of venues: Sports Palaces, Stadiums, Plaza de Toros, Multipurpose Spaces, Squares, Castles, Arenas Roman, museum and monumental spaces.

To all this, it must be added the use of new technologies - of which I am recognized pioneer in the application to "alternative" spaces - that is a "structural" as well as a stylistic option, which allows particular attention to young audience but also that increases the Production without greater costs, diversifying the offer also at a territorial level and in alternative spaces, with a language of sure popular favour.

To sum up: New technologies (new visual language, lower costs and greater productivity, including great titles re-proposed as "repertoire", in synergy with Cultural Tourism); new relationship with Academies and Conservatories (work start-up), new option of "Theater outside the Theater" (with the territorial activation of alternative spaces); these are the basic elements of a renewed Public Entrepreneurship: not passive management but entrepreneurial action whose objective is the virtuous management of collective resources.

The tools and skills I possess, both managerial and artistic, are difficult to find in another professional profile in Italy.

### CONCEPTS AND KEY WORDS

- Teatro Regio Foundation "regional cultural center" = synergy with the other provinces for opera, ballet, concerts but also for cultural tourism, exhibitions and live shows
- New technologies = less expenses, more productivity = young public and "new" public = mixing Repertoire/Production
- Synergy with Conservatories & Fine Arts Academies = work start-up and new professions
- Cultural tourism = synergies with tourism activities and operators = new "active" sponsors for a shared territorial marketing strategy
- "Theater outside the theater" = Activation of architectural sites with visual concert and architectural show
- Work for third parties and spin off = internal professionalism = rental and production
- Active sponsors = less passive sponsors and more partners for wide-ranging territorial action, generating services but also sponsors for promotions abroad, using the Opera carrier and brand
- Out of the crisis together = new pact among all workers = shared choices
- GM as Theater's enzyme = credible manager who knows the "product" and speaks the same language of his technical and artistic operators

## PROFESSIONAL EXPERIENCES

Paolo Miccichè has a long experience in realization of operatic performances both in artistic and technical roles: stage manager, production manager and finally - between 1996 and 2000 - director of the productive and artistic programming of Operama, private group of operatic performances in large international venues.

He collaborated with General Manager Renzo Giacchieri for several years during his various tasks, following the current management of the Theater.

In 2014, after a selection of almost 50 candidates, he reached the run-off as GM of the Lyric Theater of Cagliari, as a candidate supported by Mayor Massimo Zedda. The following year, he enters the short list once again for the same position.

On the artistic front he is director, author, set designer and visual director with a long international career (USA, Russia, Chile, Korea, Armenia, UAE, South Africa, Canada and EU, including Germany, Spain, France, UK and Netherlands).

Many are the experiences in Opera Theaters: Italian ones - including Arena di Verona and San Carlo Napoli, of which he was also Resident director - and in international realities where he experimented all the major forms of organization and management in addition to the public one - including the private business system and the private one of public interest - and the acquisition of a vast series of theatrical and "theatrical" places: archaeological sites, unconventional spaces, indoor and outdoor stadiums as well as squares and architectures, activated as performing places and involving a new and potentially wider audience.

He was the first Director and Visual director to produce high-tech visual shows in large spaces both "alternative" and historical ("Madama Butterfly" at the Arena di Verona 1999 and "Aida" at the Terme di Caracalla 2005) which he then applied to traditional theaters.

He is also the pioneer of the Visual Architectural Show; among many others Direction and Visual of "Cavalleria Rusticana" in the Squares of Sardinia for the Teatro Lirico di Cagliari.

Micchichè graduated in History of Music in Milan and teaches *Acting for singers* at Conservatory of Siena. He regularly participates in masterclasses on *Virtual Scenography* (including Master in Multimedia in Florence and Master in Scenography at University "La Sapienza" of Rome).

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